Investigating Digital Marketing Strategies for Promoting Fashion Brands among Fashion Entrepreneurs: Opportunities and Challenges in Enugu State

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Abstract

The paper investigated digital marketing strategies for promoting fashion brands among fashion entrepreneurs: opportunities and challenges in Enugu State. A descriptive survey research design was employed in this study, conducted in Enugu State. The study population comprised 424 registered fashion entrepreneurs within the region. Given the manageable size of the population, the entire group was included in the study. Data collection was facilitated through a structured questionnaire, which was validated by a panel of five experts. The internal consistency of the questionnaire was assessed using Cronbach's alpha, resulting in a coefficient of 0.83. The collected data were analyzed using mean. The findings indicated that only three digital marketing strategies were commonly used in the area, along with the identification of 12 opportunities and 13 challenges associated with digital marketing for fashion entrepreneurs in Enugu State. Based on these findings, the study recommended amongst others that the Enugu State Government should create a collaborative platform for stakeholders in the fashion industry to enhance the digital skills of fashion entrepreneurs; and digital marketing experts should implement a cybersecurity awareness program to foster a supportive ecosystem where stakeholders can exchange insights, resources, and best practices.

Keywords: Digital, Marketing, Fashion, Entrepreneurs.

Introduction

Fashion is a dynamic and ever-evolving cultural, artistic, and social phenomenon that encompasses the production, consumption, and representation of clothing, accessories, and style (Bailey et al, 2019). It goes beyond mere clothing choices, reflecting the broader context of societal values, historical influences, cultural expressions, and individual identity. According to Chaffey and Smith (2017), fashion involves the creation and adoption of trends, styles, and aesthetics that shape the way individuals present themselves to the world. It is a form of self-expression, a means of communication, and a vehicle for cultural and personal identity. Fashion is not confined to a single dimension; it spans a spectrum that includes haute couture, street style, traditional and cultural attire, and everything in between (Gupta et al, 2021). The fashion industry, a complex and multifaceted global enterprise, encompasses design, manufacturing, marketing, retail, and the ever-growing influence of digital platforms. It is a powerful force that reflects, responds to, and influences societal, economic, and technological changes (Jones & Brown, 2019). Fashion is also carried out as a business and those engaged in the business are called fashion entrepreneurs.

Fashion entrepreneurs, often referred to as fashion designers, are individuals who launch ventures within the fashion industry, showcasing creativity, innovation, and business expertise (Kapferer, 2022). They significantly influence the fashion landscape by designing and producing garments and establishing and managing fashion brands. According to Kaplan and Haenlein (2020), these entrepreneurs identify market opportunities, create unique and attractive products, and develop strategies to market these products to consumers. Essential traits of fashion entrepreneurs include a profound understanding of design aesthetics, a keen sense of market trends, and the ability to navigate the complex interplay between art and

commerce (Kotler et al., 2017). They frequently establish their own fashion labels, boutiques, or design houses, enriching the diversity of the fashion ecosystem. Beyond creativity and design skills, successful fashion entrepreneurs need to be adept in business to thrive in the competitive, fast-paced industry. Their activities span brand development, marketing, supply chain management, and financial planning to ensure their ventures' sustainability. Fashion entrepreneurship also encompasses the digital domain (Kumar & Mirchandani, 2022). With the advent of e-commerce and social media, fashion entrepreneurs use online platforms to reach global audiences, promote their brands, and engage directly with consumers. This entrepreneurial spirit drives innovation, sets trends, and continually evolves the broader fashion landscape.

The intersection of fashion and technology has heralded a paradigm shift in the dynamics of brand promotion and consumer engagement due to digital marketing. Digital marketing is a comprehensive term that encompasses the use of digital channels, platforms, and technologies to promote and advertise products, services, or brands to a target audience (Chaffey & Ellis-Chadwick, 2019). It represents a shift from traditional marketing methods to strategies that leverage the vast reach and capabilities of the internet, mobile devices, social media, search engines, and various other digital channels. According to Choi and Kim (2016), key components of digital marketing include: Search Engine Optimization (SEO), content marketing, social media marketing, email marketing, Pay-Per-Click Advertising (PPC), affiliate marketing and mobile marketing.

Search Engine Optimization (SEO) involves optimizing online content to improve its visibility in search engine results. The goal is to enhance a website's ranking in search engine pages, making it more likely to be seen by users searching for relevant information. Content marketing focuses on creating and distributing valuable, relevant, and consistent content to attract and engage a specific audience (Foscht et al, 2019). Content can take various forms, including blog posts, articles, videos, infographics, and more. Social media marketing involves using social media platforms like Facebook, Instagram, Twitter, LinkedIn, and others to connect with the target audience (Hua & Qin, 2019). It includes creating and sharing content, engaging with users, and running paid advertising campaigns. Email marketing utilizes emails to communicate with potential and existing customers. It can involve newsletters, promotional emails, and personalized messages, aiming to build relationships, promote products, and drive customer engagement. Pay-per-click advertising (PPC) allows marketers to display ads on various platforms, and advertisers pay a fee each time their ad is clicked (Kozinets et al, 2017).) Common platforms for PPC include Google Ads and social media advertising. In affiliate marketing, businesses reward affiliates (partners) for driving traffic or sales to their website through the affiliate's marketing efforts. Affiliates earn a commission based on the agreed-upon actions, such as clicks, leads, or sales. According to Lee and Watkins (2016), influencer marketing involves collaborating with individuals who have a significant and engaged following on social media. These influencers promote products or services to their audience, leveraging their credibility and influence. In mobile marketing involves the widespread use of smartphones, mobile marketing targets users on their mobile devices through channels such as mobile apps, SMS marketing, and responsive website design.

In an era dominated by digital connectivity, fashion entrepreneurs navigate a landscape where the runway extends beyond physical catwalks to virtual platforms, and brand narratives unfold in the pixels and algorithms of the online realm (Mangold & Faulds, 2019). The evolution of fashion marketing is intricately woven into the fabric of technological advancements. The traditional avenues of promotion, reliant on glossy magazines and high-profile events, have been augmented and, in many cases, superseded by the expansive reach of digital platforms. Social media, e-commerce websites, and influencer collaborations have emerged as the linchpins of contemporary fashion marketing, reshaping the ways in which

brands connect with their audiences (Hays, 2019). According to Bian and Forsythe (2022), the advent of the digital age has democratized access to fashion, dismantling traditional barriers and creating a global marketplace accessible to both established labels and emerging designers. Consumers, armed with smartphones and social media accounts, have become active participants in shaping fashion narratives. The democratization of fashion is not merely about accessibility; it extends to the democratization of influence, where social media users can emerge as powerful tastemakers and influencers, amplifying the reach of fashion brands (Evans & Bridson, 2017). For fashion entrepreneurs, the significance of digital marketing lies in its capacity to democratize visibility and foster direct connections with consumers. Digital platforms serve as democratized runways where emerging designers can showcase their creations alongside established names, challenging traditional hierarchies in the industry. The direct engagement facilitated by social media allows fashion entrepreneurs to receive instant feedback, understand consumer preferences, and tailor their offerings accordingly (Okonkwo, 2019). The author further posited that the opportunities inherent in digital marketing is vast.

The opportunities embedded in digital marketing for fashion entrepreneurs are vast and diverse. Social media platforms, such as Instagram, Facebook, and Pinterest, serve as virtual showcases where fashion entrepreneurs can visually curate their brand aesthetic and engage with a global audience (Nair, 2021). The visual nature of these platforms aligns seamlessly with the inherently visual nature of the fashion industry, creating an immersive experience for users. Furthermore, influencer marketing, another potent tool in the digital arsenal, allows fashion entrepreneurs to leverage the reach and credibility of individuals with significant social media followings (Lee, 2018). Collaborations with influencers enable brands to tap into pre-established communities, fostering authentic connections with audiences who value the opinions and recommendations of influencers (Bian & Forsythe, 2012). This form of marketing extends beyond traditional advertising, creating a more personal and relatable brand narrative. Despite the myriad opportunities, the digital marketing terrain for fashion entrepreneurs is not without its challenges.

The democratization of visibility comes with the challenge of standing out in an increasingly crowded digital space. The constant influx of content on social media makes it challenging for fashion entrepreneurs to capture and retain the attention of their target audience (Littrell & Noguchi, 2018). Crafting a unique and memorable digital presence requires strategic thinking, creativity, and a deep understanding of the brand's identity. In addition, the fast-paced nature of the digital landscape demands agility and adaptability from fashion entrepreneurs. Trends emerge and fade swiftly, requiring brands to stay ahead of the curve to maintain relevance. The pressure to consistently produce fresh and engaging content, coupled with the need to align with rapidly evolving consumer preferences, poses a perpetual challenge (Chaffey & Ellis-Chadwick, 2019). The global reach of digital platforms also necessitates an understanding of diverse cultural nuances and sensitivities. What resonates positively in one cultural context may elicit a different response in another. Fashion entrepreneurs must tread carefully to avoid cultural missteps that could have detrimental effects on brand reputation (Nematzadeh et al, 2018). The globalized nature of the digital landscape demands cultural intelligence and a nuanced approach to ensure that digital marketing strategies are inclusive and respectful which to the best knowledge of the researcher has not been explored in Enugu State.

Enugu State is one of the States in the South-Eastern part of Nigeria. While the digital age presents unprecedented opportunities for fashion entrepreneurs in Enugu State to showcase their designs to a wider audience, there exists a gap in understanding the specific strategies that are most effective in the local context. The challenges faced by fashion entrepreneurs in adopting and implementing digital marketing techniques are multi-faceted and demand a nuanced exploration. Firstly, Enugu State's fashion entrepreneurs seem to encounter difficulties

in navigating the dynamic landscape of social media platforms, choosing the most suitable channels, and tailoring content to resonate with their target audience. Moreover, the integration of digital marketing into the fashion business model presents both an opportunity for increased sales and a challenge in terms of logistical and financial considerations. Additionally, the effectiveness of digital marketing techniques within the cultural context of Enugu State remains underexplored, raising questions about the most appropriate influencers and the potential cultural impact of such collaborations. Furthermore, the potential barriers to entry for smaller fashion enterprises in adopting these strategies, including financial constraints and a lack of digital literacy, require meticulous investigation. Hence, this study aims to address these gaps by thoroughly examining the digital marketing landscape for fashion entrepreneurs in Enugu State, providing insights that can inform the development of tailored strategies to maximize opportunities and overcome challenges. Through a comprehensive exploration of the digital marketing practices in Enugu State's fashion industry, this research seeks to contribute to the sustainable growth and global competitiveness of local fashion brands.

Purpose of the Study

The general purpose of the study was investigating digital marketing strategies for promoting fashion brands among fashion entrepreneurs: opportunities and challenges in Enugu State. Specifically, the study sought to investigate the:

i. prevalent digital marketing strategies employed by fashion entrepreneurs in Enugu State
ii. opportunities of digital marketing for fashion entrepreneurs in Enugu State
iii. challenges associated with digital marketing among fashion entrepreneurs in Enugu State.

Research Questions

The following research questions guided the study;

i. What are the prevalent digital marketing strategies employed by fashion entrepreneurs in Enugu State?
ii. What are the opportunities of digital marketing for fashion entrepreneurs in Enugu State?
iii. What are the challenges associated with digital marketing among fashion entrepreneurs in Enugu State?

Methodology

The study adopted a descriptive survey research design. Three research questions were developed. The population of the study was 424 registered fashion entrepreneurs in the area. The entire population was utilized since it was a manageable population. A structured questionnaire was used to obtain data from the respondents for the study. The questionnaire had response options of Strongly Agree (SA), Agree (A), Disagree (D) and Strongly Disagree (SD). The questionnaire was validated by five experts who were all Lecturers from the Department of Home Economics and Hospitality Management Education, University of Nigeria, Nsukka. Cronbach Alpha was used to test the reliability of the instrument and it yielded a reliability of 0.83. Four hundred and twenty-four copies of the questionnaire were administered by the researcher with the help of three research assistants. Out of the 424 copies of questionnaire distributed, 373 copies of the questionnaire were retrieved representing 88%. Data collected were analyzed using mean with the help of the SPSS statistical package. Decision was reached using real limits of numbers. Items that had mean values ranged 3.50 to 4.00 were regarded as Strongly Agree (SA). Items that had mean values ranged 2.50-3.49 were regarded as Agree (A). Items that had mean values ranged 1.50-2.49 were regarded as Disagree (D). Items that had mean value ranged 1.00-1.49 were regarded as Strongly Disagree (SD).

Results

Table 1: Mean Ratings and standard deviations of respondents on the prevalent digital marketing strategies employed by fashion entrepreneurs in Enugu State

S/N	ITEMS	$\overline{X}$	SD	Remarks
1	Leveraging popular social media platforms (e.g., Instagram, Facebook, Pinterest) to showcase fashion products	3.86	0.98	SA
2	Optimizing online content to improve visibility in search engine results	2.31	1.08	D
3	Optimizing digital marketing efforts for mobile devices, including mobile-responsive websites and mobile apps	3.71	1.05	SA
4	Establishing and optimizing online stores, enabling fashion entrepreneurs to reach global markets	3.25	0.87	A
5	Integrating Augmented Reality (AR) and Virtual Reality (VR) technologies to enhance the online shopping experience	1.49	0.80	SD
6	Partnering with influencers, bloggers, and fashion personalities to promote products and reach a wider audience	1.93	0.76	D
7	Creating and sharing compelling content such as blog posts and articles	2.48	0.91	D
8	Implementing targeted email campaigns to communicate with and nurture relationships with customers	2.45	0.96	D

Data in table 1 revealed that two out of the eight items had mean values of 3.86 and 3.71. The values were within the real limit of 3.50 - 4.00 indicating that the two items were in the category of Strongly Agree. One out of the eight items had mean value of 3.25 which within the real limit of 2.50 – 3.49 indicating that the item was in the category of Agree. Four out of the eight items had their mean values ranged from 1.93 – 2.48. Each of the values of the four items were within the real limit of 1.50 - 2.49; indicating that the four items were in the category of Disagree. The remaining item had a mean value of 1.49 which was within the real limit of 1.00 – 1.49 indicating that the item was in the category of Strongly Disagree. Generally, only three out of the eight items were the prevalent digital marketing strategies employed by fashion entrepreneurs in Enugu State.

Table 2: Mean and standard deviation of respondents on the opportunities of digital marketing for fashion entrepreneurs in Enugu State

S/No	Items	$\overline{X}$	SD	Remarks
1	Digital marketing enables fashion entrepreneurs to reach a global audience, breaking down geographical barriers and expanding the market potential for their brands.	3.69	0.46	SA
2	Digital marketing provides a cost-effective way for fashion entrepreneurs to promote their brands through channels like social media, email, and content marketing.	3.68	0.47	SA
3	Digital marketing allows fashion entrepreneurs to precisely target their desired audience based on demographics, interests, and online behaviours, ensuring that promotional efforts reach the most relevant consumers.	3.55	0.50	SA
4	Through social media, fashion entrepreneurs can directly engage with their audience, fostering a sense of community, gathering feedback, and building brand loyalty.	3.34	0.64	A
5	Digital marketing platforms provide real-time analytics, allowing fashion entrepreneurs to track the performance of their campaigns	3.81	0.41	SA
6	With data analytics, fashion entrepreneurs can personalize marketing messages, creating a more tailored and relevant experience for individual consumers.	3.30	0.65	A
7	Digital marketing fuels e-commerce growth by driving traffic to online stores, and facilitating seamless transactions, leading to increased sales and revenue.	3.77	0.43	SA
8	Partnering with influencers in the fashion industry can amplify brand visibility and credibility, tapping into the influencer's engaged audience for increased reach and brand recognition.	3.75	0.45	SA
9	Digital marketing allows fashion entrepreneurs to tell compelling stories about their brand through various content formats, enhancing the brand narrative and connecting emotionally with consumers.	3.70	0.47	SA
10	Integrating emerging technologies such as augmented reality (AR) and virtual reality (VR) provides fashion entrepreneurs with innovative ways to showcase products	3.71	0.47	SA
11	Through social media and online forums, fashion entrepreneurs can build communities around their brands, fostering a sense of belonging among customers	3.70	0.50	SA
12	Digital marketing allows for quick adjustments to strategies based on real-time	3.62	0.51	SA

Result in table 2 showed the mean ratings of the respondents on the opportunities of digital marketing for fashion entrepreneurs in Enugu State. The result revealed mean ratings of 10 out of the 12 had mean ratings ranged 3.55 – 3.81. The items were within the range of 3.50 – 3.40 indicating that the respondents strongly agreed that the 12 items were opportunities of digital marketing for fashion entrepreneurs in Enugu State. The remaining 2 items had mean rating ranged 3.30 – 3.34. The items were within the range of 2.50 – 3.49 indicating that the respondents agreed that the 2 items were the opportunities of digital marketing for fashion entrepreneurs in Enugu State. Hence, all the items being in the category of strongly agree or agree indicates that the respondents agreed that the 12 items were the opportunities of digital marketing for fashion entrepreneurs in Enugu State.

Table 3: Mean and standard deviation of respondents on challenges associated with digital marketing among fashion entrepreneurs in Enugu State

S/No	Items	$\overline{X}$	SD	Remarks
1	The digital space for fashion is saturated, and the competition is intense as a result which poses a significant challenge for fashion entrepreneurs.	3.69	0.54	SA
2	Fashion trends change rapidly, and staying ahead of the curve requires continuous monitoring and adaptation.	3.75	0.52	SA
3	Consumers' diminishing attention spans makes it challenging for fashion entrepreneurs to capture and retain audience attention.	3.71	0.46	SA
4	Digital marketing for fashion requires an understanding of diverse cultural nuances.	3.58	0.49	SA
5	Ensuring the authenticity of influencer collaborations can be challenging.	3.43	0.62	A
6	Keeping up with rapid technological advancements, especially in areas like augmented reality (AR) and virtual reality (VR), can be demanding	3.75	0.44	SA
7	As digital marketing relies heavily on data, ensuring compliance with data protection regulations is an ongoing challenge.	3.78	0.42	SA
8	Integrating e-commerce into the business model introduces logistical challenges such as efficient payment gateways which can impact customer satisfaction.	3.82	0.39	SA
9	The digital landscape exposes fashion entrepreneurs to cybersecurity threats, including data breaches and hacking.	3.79	0.43	SA
10	Overemphasis on short-term metrics, such as clicks and likes, may divert attention from long-term brand-building strategies	3.75	0.44	SA
11	Depending too heavily on a single digital platform (e.g., Instagram) may pose risks if the platform's algorithms change or if the target audience shifts to other platforms.	3.83	0.40	SA
12	Striking the right balance between creative expression and strategic marketing goals can be challenging.	3.77	0.49	SA
13	Excessive exposure to digital marketing may lead to consumer fatigue.	3.34	0.69	A

Result in table 3 showed the mean ratings of the challenges associated with digital marketing among fashion entrepreneurs in Enugu State. The result showed that 11 items had mean ratings ranging from 3.58 – 3.83. The items had mean values within the range of 3.50 – 4.00 indicating that the items were in the category of strongly agree. The remaining two items had means of 3.34 and 3.43. The two items had mean values within the range of 2.50 – 3.49 indicating that the items were in the category of agree. Generally, all the items were in the category of strongly agree or agree indicating that the respondents agreed that all the 13 items identified were the challenges associated with digital marketing among fashion entrepreneurs in Enugu State.

Discussion of the Findings

The findings of the study on the prevalent digital marketing strategies employed by fashion entrepreneurs in Enugu State revealed that only three strategies were prevalent which are: Leveraging popular social media platforms (e.g., Instagram, Facebook, Pinterest) to showcase fashion products; optimizing digital marketing efforts for mobile devices, including mobile-responsive websites and mobile apps; and establishing and optimizing online stores, enabling fashion entrepreneurs to reach global markets. Other important digital strategies such as: creating and sharing compelling content such as blog posts and articles; partnering with

influencers, bloggers, and fashion personalities to promote products and reach a wider audience; optimizing online content to improve visibility in search engine results; implementing targeted email campaigns to communicate with and nurture relationships with customers; and Integrating Augmented Reality (AR) and Virtual Reality (VR) technologies to enhance the online shopping experience. The low prevalence of digital strategies in the area could be why fashion design does not yet thrive in the area. The findings are in line with Bailey, Harindranath and Wilken (2019) who found that the absence of other strategies, such as influencer marketing, content creation, and search engine optimization (SEO), indicates a potential untapped reservoir of digital opportunities. Contrasting the findings with global practices in the fashion industry, it is evident that Enugu State might be lagging in adopting a comprehensive digital approach. This is in line with Choi and Kim (2016) who found that successful fashion ecosystems globally leverage a mix of strategies, including influencer marketing, content creation, and emerging technologies like AR and VR.

The findings of the study on the opportunities of digital marketing for fashion entrepreneurs in Enugu State revealed that the opportunities include: Digital marketing enables fashion entrepreneurs to reach a global audience, breaking down geographical barriers and expanding the market potential for their brands; digital marketing provides a cost-effective way for fashion entrepreneurs to promote their brands through channels like social media, email, and content marketing; and digital marketing fuels e-commerce growth by driving traffic to online stores, and facilitating seamless transactions, leading to increased sales and revenue. Others include: Partnering with influencers in the fashion industry can amplify brand visibility and credibility, tapping into the influencer's engaged audience for increased reach and brand recognition; digital marketing allows fashion entrepreneurs to tell compelling stories about their brand through various content formats, enhancing the brand narrative and connecting emotionally with consumers; integrating emerging technologies such as augmented reality (AR) and virtual reality (VR) provides fashion entrepreneurs with innovative ways to showcase products; and digital marketing allows for quick adjustments to strategies based on real-time. The findings are in line with Lee (2018) who found out that digital platforms, especially social media, allow fashion entrepreneurs to showcase their products to a vast and diverse audience, transcending physical limitations. The findings are also in agreement Chaffey and Ellis-Chadwick (2019) who found that the cost-effectiveness of digital marketing, particularly through channels like social media, email, and content marketing, is a recognized advantage.

The findings of the study on the challenges associated with digital marketing among fashion entrepreneurs in Enugu State revealed that the challenges include: The digital space for fashion is saturated, and the competition is intense as a result which poses a significant challenge for fashion entrepreneurs; fashion trends change rapidly, and staying ahead of the curve requires continuous monitoring and adaptation; consumers' diminishing attention spans makes it challenging for fashion entrepreneurs to capture and retain audience attention; the digital landscape exposes fashion entrepreneurs to cybersecurity threats, including data breaches and hacking; overemphasis on short-term metrics, such as clicks and likes, may divert attention from long-term brand-building strategies; depending too heavily on a single digital platform (e.g., Instagram) may pose risks if the platform's algorithms change or if the target audience shifts to other platforms; striking the right balance between creative expression and strategic marketing goals can be challenging; and excessive exposure to digital marketing may lead to consumer fatigue. The findings are in line with Okonkwo (2019) who found out that digital landscape is highly competitive, and fashion entrepreneurs must employ innovative strategies to differentiate themselves/ Successful digital marketing requires a nuanced understanding of the competitive environment. The findings are also in line with Littrell and Noguchi (2018) in their findings which consistently emphasizes the dynamic nature of fashion trends and the need for fashion entrepreneurs to stay abreast of these changes.

Conclusion

The study conducted in Enugu State sheds light on the current landscape of digital marketing strategies, opportunities, and challenges faced by fashion entrepreneurs. The findings reveal a nuanced picture of the digital presence within the local fashion industry, emphasizing both the potential for growth and the barriers that need to be addressed. The prevalence of digital marketing strategies, with a notable focus on leveraging social media platforms, optimizing for mobile devices, and establishing online stores, reflects a partial adoption of digital practices. However, the limited incorporation of other essential strategies such as influencer marketing, content creation, and the use of emerging technologies suggests untapped potential for diversification. The identified opportunities emphasize the power of digital marketing to break geographical barriers and engage consumers through compelling storytelling, amongst others. The challenges identified, including a saturated digital space and cybersecurity threats amongst others, resonate with the broader landscape of digital marketing challenges faced by the fashion industry globally. Hence, this study serves as a foundation for understanding the digital marketing dynamics within the local fashion industry in Enugu State. By addressing the identified challenges and leveraging the opportunities, fashion entrepreneurs can propel their brands into the digital age, contributing to the growth and sustainability of the local fashion ecosystem.

Recommendations

1. Enugu State Government should establish a collaborative platform for fashion industry stakeholders to empower fashion entrepreneurs with diverse digital skills so as to enhance their capacity to adopt a comprehensive set of strategies, thereby boosting competitiveness and market reach.
2. Digital marketing experts should implement a cybersecurity awareness program for fashion entrepreneurs so as to create a supportive ecosystem where stakeholders can share insights, resources, and best practices, fostering a collective effort to navigate digital challenges and seize opportunities.
3. Fashion entrepreneurs should actively seek out workshops and online courses to stay updated on the latest digital marketing trends and tools so as to stay ahead of the competition, and effectively navigate the dynamic landscape of the digital age

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